



Excelsior Club

Economic Development Committee Meeting
June 27, 2019



HISTORY

- The Excelsior Club is located at 921 Beatties Ford Road.
- The Excelsior Club opened In 1944 and is the nation's oldest black nightclub.
- The Excelsior Club became a magnet for performers like Louis Armstrong and Nat King Cole at a time when African-Americans had little access to other social clubs.
- In 1986, the building was designated as a Local Historic Landmark
 - As a Local Historic Landmark, interior and exterior changes, including demolition, are reviewed by the Historic Landmarks Commission.
- Beatties Ford Road is identified by City Council as targeted corridor for business revitalization.



BACKGROUND

- In 2017, Representative Carla Cunningham inherited the club from her late husband, W. Pete Cunningham, former North Carolina state representative.
- In October 2018, County Commissioners rejected spending \$4,000 on a feasibility study of the Excelsior Club.
- In November 2018, the Charlotte Mecklenburg Black Heritage Committee convened a community call to action to bring together interested stakeholders.



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BACKGROUND

- In May 2019, the National Trust for Historic Preservation identified The Excelsior Club as one of the 11 most endangered historic places in the country.
- On June 12, 2019, the Historic Landmark Commission's demolition moratorium on the building expired.
- The building is also "determined eligible" for listing in the National Register of Historic Places by the State, which provides the opportunity for a rehabilitation project to take advantage of the 15% NC State tax credit and the 20% Federal tax credit.

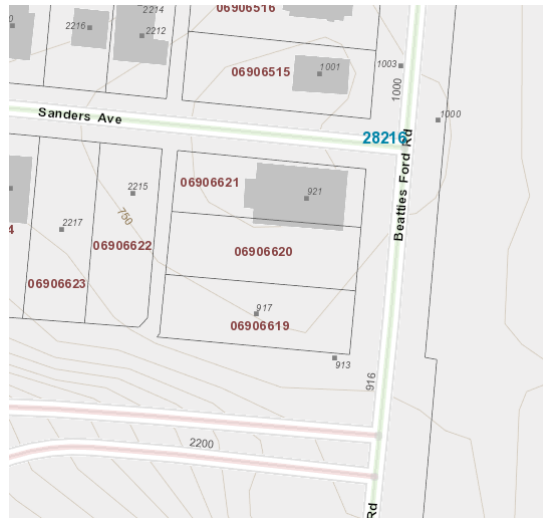


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BACKGROUND



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FEEDBACK FROM COMMUNITY

The Historic Excelsior Club

Community Survey Results

Respondent Pool Overview

- 312 responses
- 25% of respondents from 28216
- 15% of respondents from 28208
- 9% of respondents from 28269
- 6% of respondents from 28206

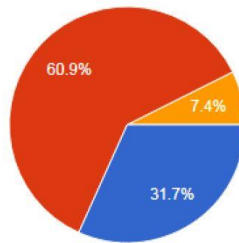
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FEEDBACK FROM COMMUNITY

Please indicate your choice of proposed plan for the future use of The Historic Excelsior Club property:



- Option #1: Preserve (at minimum) the facade of the building, create a Black History museum with an adjacent boutique hotel that includes meetin...
- Option #2: Preserve (at minimum) the facade of the building, create a Black History museum with an event & meeting space (no hotel space) that...
- Option #3: Other use (please indicate your idea below in the comments section)

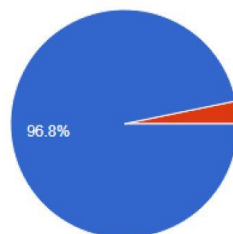
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FEEDBACK FROM COMMUNITY

Will you support a community effort to Save The Historic Excelsior Club?



- Yes
- No

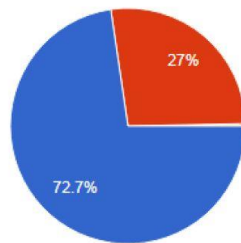
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FEEDBACK FROM COMMUNITY

Are you willing to donate to a Preserve the Historic West End capital campaign?



- Yes; I am willing to donate funds.
- No; I am not willing to donate funds.

Total amount pledged: \$9,380



RECENT UPDATE

- As of June 20, 2019, a California based investor made an offer to purchase.
- Two previous offers were rejected
 - Mecklenburg County and Historic Landmark Commission (\$850,000)
 - Group of local investors (\$1,000,000)





CITY OPTIONS & KEY CONSIDERATIONS

- City Options:
 - Take no action.
 - Purchase the building after identifying a reuse purpose and source of funding.
 - If City moved forward, it would be in partnership with the County.
- Key Considerations:
 - Historically, the City has not purchased property for historic preservation.
 - Historic Preservation is a County function, as the Historic Landmark Commission is an agency of Mecklenburg County.
 - If the City did purchase the property, the City would incur all costs related to remediation and operations.
 - A previous estimated cost to bring the building to minimum Code Enforcement standards was \$163,225.*